#### **Grant Application Form**

Name of Organization: Bicycling for Louisville (B4L)
Address: PO Box 70414, Louisville, KY 40270

Phone: 502.438.9245

Email: <a href="mailto:chris.glasser@bicyclingforlouisville.org">chris.glasser@bicyclingforlouisville.org</a>
Contact Person: Chris Glasser, President

### **Brief Description of Your Organization and Its Goals and Objectives:**

Bicycling for Louisville is a 501(c)(3) non-profit organization that advocates for a safe and convenient bicycle network — bike lanes, bike paths, bike parking, traffic calming, and more — in Louisville and Southern Indiana. We are committed to transforming our streets and neighborhoods into vibrant, active places, making biking safe and convenient for everyone and an integral part of our community's way of life.

#### **Project for Which Funding is Requested:**

Bike Network Awareness Campaign

Estimate number of people reached: 1,250 online + 750 print

**Project Duration:** 12 months **Amount Requested:** \$5,550

If Approved, Funds are Needed by: February 2015

If Approved, the Check Should be Disbursed to: PO Box 70414, Louisville, KY 40270

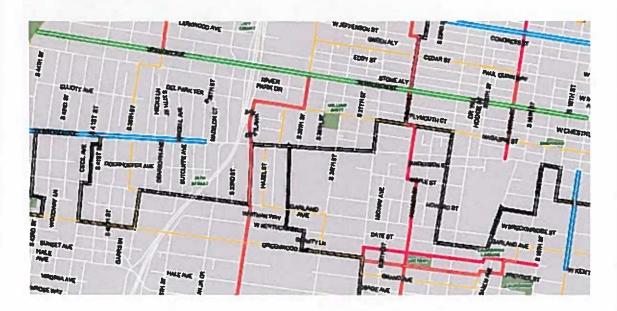
Federal ID #: 20-2068455

# (a) How this program or project fits the purposes of Kentucky Bicycle and Bikeway Commission Grant Program vision statement

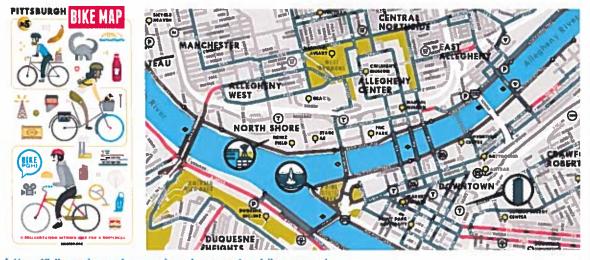
This project's aim is to create a mobile-friendly web app and a printed map of Louisville's bike network. In the last three years, as Louisville Mayor Greg Fischer's office has invested about \$1 million in the city's bike infrastructure, the network of bikeways has expanded by more than 50 miles. The printed map that Metro Public Works produces is out-of-date with these changes and the web map it maintains is not mobile-friendly or easy to understand.

The Paula Nye Grant's purpose is "to inform and educate the citizens of Kentucky and promote the general public awareness within the Commonwealth of Kentucky to matters pertaining to bicycle and pedestrian safety." We believe that an up-to-date map and mobile-friendly, easy-to-read app would greatly increase awareness of the city's bike network, thus drawing people to safer facilities and giving them a resource for learning how the network fits together.

In order to demonstrate the need for this project, here is a screen capture of one of Public Works' current bikeways maps, which is hard to read at a glance, making it difficult to use:



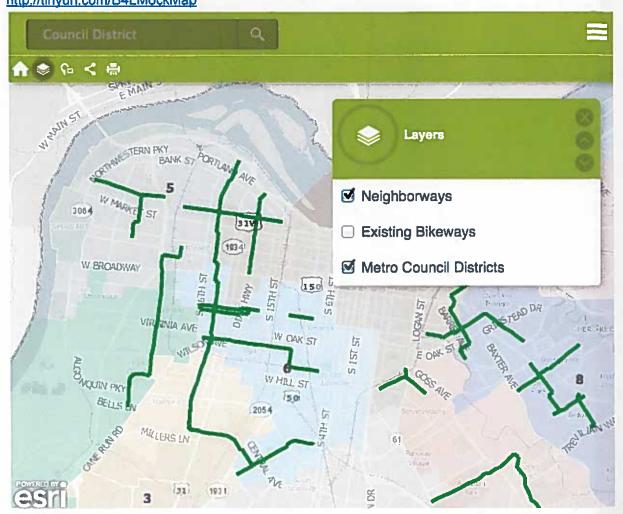
Using Bike PGH (Pittsburgh's bike advocacy organization) as our model, we would like to develop a new printed map and web app. Here are some images showing their work:



https://bikepgh.org/campaigns/commuter-bike-maps/

Using an open source technology called AGOL (ArcGIS Online), we will be able to build a mobile-friendly web app for relatively cheap. And because the city maintains open source bikeways data, our web map would be able to stay up-to-date. We would also make two printings of the bikeways map: one in the spring that shows the updates to the network over the last three years and then a second in the fall of 2016, with the latest round of updates. The first map printing would be moderately sized, so as to necessitate the second, updated printing in the fall.

Here is a prototype of our mobile-friendly web app: <a href="http://tinyurl.com/B4LMockMap">http://tinyurl.com/B4LMockMap</a>



(b) If this is a new project or program or a continuation of an existing one New.

#### (c) Who will be responsible for the project or program?

We would be responsible for managing the project. We would find a graphic designer for the print map, but would be able to handle the rest of the work internally.

- (d) If the request is for a one-time project or for an ongoing program. One-time.
- (e) Describe the system(s) to be put in place to measure the results of the program. For the web app, we will use Google analytics that can track how many people are accessing the app, how often, and from where in (or outside) the city.

For the printed map, we will print 500 maps in each run. We will choose 30 locations across the city (bike shops, coffee shops, etc.) to distribute 15 maps each (450 maps total). That will leave us 50 extra to give to locations where the most maps are being used. With this data, we will be able to determine where in the city cyclists are getting their information on the bike network.

(f) Include a copy of the Public/Private Partnership agreement signed by both the individual and a representative of the public agency, if applicable. [see attached.]

## Organizational Financial Statements

	COLUMN TO SERVICE	2	.013		2014			
	Credits	Debits	Gain/Loss	Balance	Credits	Debits	Gain/Loss	Balance
Jan	\$1,140	\$110	\$1,030	\$8,539	\$2,825	\$2,075	\$750	\$12,763
Feb	\$215	\$413	-\$198	\$8,341	\$1,653	\$95	\$1,558	\$14,321
Mar	\$0	\$1,272	-\$1,272	\$7,069	\$1,105	\$1,800	-\$695	\$13,625
Apr	\$69	\$374	-\$305	\$6,763	\$692	\$876	-\$184	\$13,442
Мау	\$1,043	\$1,825	-\$782	\$5,981	\$1,068	\$3,667	-\$2,599	\$10,843
Jun	\$614	\$1,800	-\$1,186	\$4,796	\$2,017	\$789	\$1,228	\$12,071
Jul	\$2,815	\$4,211	-\$1,396	\$3,399	\$779	\$2,908	-\$2,129	\$9,942
Aug	\$7,416	\$200	\$7,216	\$10,615	\$8,498	\$2,830	\$5,668	\$15,610
Sep	\$2,400	\$500	\$1,900	\$12,515	\$3,120	\$185	\$2,935	\$18,545
Oct	\$0	\$0	\$0	\$12,515	\$3,450	\$1,271	\$2,179	\$20,724
Nov	\$74	\$400	-\$326	\$12,189	\$611	\$1,958	-\$1,347	\$19,377
Dec	\$0	\$176	-\$176	\$12,013	\$587	\$140	\$447	\$19,824
	\$15,786	\$11,281	\$4,505	\$8,728	\$26,405	\$18,594	\$7,811	\$15,091

#### **Proof of Organization Status**

INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date:

JAN 31 2007

BICYCLING FOR LOWISVILLE INC 425 S SECOND ST STE LL 102 LOUISVILLE, KY 40202-1430 DEPARTMENT OF THE TREASURY

Employer Identification Number: 20-2068455

DLN:

17053129021046 Contact Person: DONNA ELLIOT-MOORE

ID# 50304

Contact Telephone Number: (877) 829-5500 Accounting Period Ending:

Public Charity Status: 170(b)(1)(A)(vi)

Form 990 Required:

YES

Effective Date of Exemption: DECEMBER 13, 2004 Contribution Deductibility:

YES

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Lois G. Lerner

Director, Exempt Organizations Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

### Project Budget

Item	Expected Rates	Info	Cost
Map Printings	\$625 x 2 printings of 500	Priced at Derby City Litho	\$1,250
App Development	\$40/hour x 45 hours	Competitive Web Developer Pay Rate	\$1,800
Print Map Design	\$40/hour x 35 hours	Competitive Graphic Designer Pay Rate	\$1,400
Print Map Delivery	30 locations x \$20/location	Will need to coordinate with each business location about print maps, emailing, dropping off, and check-in.	\$600
Data Collection	10 hours x \$20/hour		\$200
Web Promotion		Pay for ads on social and digital media	\$300
			\$5,550

#### **Additional Info**

Website: http://bicyclingforlouisville.org/

Bike Everywhere Month: http://bicyclingforlouisville.org/#bikeeverywheremonth

Membership Benefits: http://bicyclingforlouisville.org/#donate 2014 Recap: http://bicyclingforlouisville.org/#2014recap



www.blcyclingfortoutsville.org www.fccbikeworks.org

1217 Logan Street

Mall us: P.O. Box 70414 Louisville, KY 40270

Email us: info@bicyclingforlouisville.org fccbikeworks@gmail.com

Call up: 502.A38.9245

## Strategic Plan 2015-2017

In a bike-friendly Louisville... Biking is a normal, everyday activity. It is safe and convenient for everyone and an integral part of our community's way of life,

Transforming our streets and neighborhoods into vibrant active places. This means smarter urban development, healthler lifestyles, environmental stewardship, and a strong local economy.

#### Who is Bicycling for Louisville (84L)?

We are a non-profit organization that advocates for a safe and convenient bicycle network and for the rights of people on bikes in Louisville and southern Indiana.



As part of our work to make blcycling accessible to everyone in the city, B44 sponsors a community bikeshop, Falls City Community Bikeworks (FCCB), that provides education on bike maintenance, repair, and refurbishment.



#### 2014 by the Numbers.

- 40 Miles of infrastructure added to Louisville's network of bikeways in 2014,
- 82 Miles of bike boulevards in a plan B4L submitted to the city for its Neighborways project. Twenty-two of those miles are already marked with sharrows, with more coming in spring 2015.
- 1,457 Bikes parked by B4L's valet bike parking service at the three-day Forecastle Music Festival.
- 11 Riding safety classes taught to participants in UofL's Earn-A-Bike program.
- 159.7% B4L revenue in 2014 compared to total revenue for 2013.
- 6 Weeks that B4L provided free bike parking at ReSurfaced, the pop-up plaza
- 51 New B4L members who DI signed up at the 2014 Bike Kick-Off.

### To the Paula Nye Grant Committee:

This letter is to confirm that Bicycling for Louisville (B4L) is planning to create a web app and print map using the bike routes data that Louisville Metro Public Works maintains. This data is published as a free service by Public Works staff. As "open data", it will be available to everyone and free.

Phil Gardner, G15 Supervisor Print Name & Position	(Louisville Metro Public Works)
Rulp Dandam	9/21/15
Signature	Date
Chris Classer President (Bryoling For Print Name & Position	Loursville)
Min Huser Signature	9/30/15 Date